

# METHOD AND APPARATUS FOR PRESERVING, ENLARGING AND SUPPLEMENTING IMAGE CONTENT DISPLAYED IN A GRAPHICAL USER INTERFACE

## ABSTRACT OF THE DISCLOSURE

An enlargement feature of a graphical user interface (GUI) is disclosed. When a portion of a digital image displayed in the GUI is selected for enlargement, an enlarged version of the selected portion is displayed adjacent to the remaining portion of the original image that was not selected for enlargement. The digital image may include a plurality of image portions (e.g., individual display windows) selectable for enlargement, such as those found in a CATV electronic programming guide (EPG). In one embodiment, hidden supplemental data corresponding to the selected portion is only revealed in the enlarged version of the selected portion, so that it can be more easily viewed. In another embodiment, an enlargement feature application program is downloaded to a local device that controls the GUI, in response to a subscriber accepting an offer presented by a service provider.